

ECONOMIC OUTREACH COMMITTEE

CJ. Hurgin Municipal Center
1 School Street Bethel, CT 06801
(203) 794-8501 Fax (203) 778-7520

MINUTES OF REGULAR MEETING

THURSDAY, NOVEMBER 23, 2010
7:00 p.m.
CJH Municipal Center -Meeting Room "A"

RECEIVED

2010 NOV 24 P 1:49

TOWNSHIP OF BETHEL
TOWN CLERK

Present: Chairman, Mike Boyle, Anthony Rubino, Pat Smithwick, Sandi Forman, Paul Rinaldi, Bob Stosser, Roy Steiner and Bonnie Brown.
Absent with prior notice, member Mike Struna

Also present: First Selectman Matthew Knickerbocker

Chairman Boyle called the meeting to order at 7:00 p.m.

Approval of Minutes: Sandi Forman made a motion to approve the minutes of the Special Meeting dated October 28, 2010. Motion seconded by Tony Rubino. Vote, all in favor, motion approved. Bonnie Brown, Bob Stosser, Roy Steiner and Paul Rinaldi abstained.

Updates on Sub-Committees: Tony Rubino reported that due to the Chamber of Commerce physical move to their new location on Greenwood Avenue the meeting could not take place.

Mike Boyle attended a Breakfast sponsored by the Chamber of Commerce held in the Berkshire Industrial Park at which he and the First Selectman spoke of the Committee and its goals. He emphasized the need of this committee to sit with the Chamber and gather information. Mike also informed the committee that the High School Students are working very hard on the project

Bob Stosser along with Pat Smithwick, Mike Struna, Chairman Boyle and non committee member Kevin McMahon attended a presentation at "CERC" on Monday, November 22, 2010. Bob was very impressed with the services

“CERC” provides. Chairman Boyle explained that “CERC” is a comprehensive gathering of information within a not for profit organization. Bob Stosser noted that they are willing to attend one of our meetings to give a presentation. The opportunity to join “CERC” is available as Mike Struna is a member, however much of the services offered are available free of charge.

Pat Smithwick reported that she attended a meeting of HVCEO and relayed the benefits and cost of having a “CEDDS” done. Chairman Boyle asked that Pat supply the committee with the meeting dates so that other members may attend at will.

Sandi Forman reported on meeting with Karen Fildes at the High School. (see attached). The students are hard at work for the committee working on the project given to them which at this point is the brochure, the website and a DVD promoting Bethel. Sandi reported speaking with First Selectman Knickerbocker and his agreement that the website be a “CML” application with “Joomla” as the content management system. The students are working on a survey at this point which lays the groundwork for these projects. They asked for a mentor and Bonnie Brown agreed to be that person. The students may be planning a field trip to the Municipal Center to visit with Steve Palmer, Town Planner and other Town Officials to gain more information.

Paul Rinaldi presented a rough draft of a possible signage plan with an approximate estimate for such, obtained from Economy Signs (see attached). First Selectman Knickerbocker arrived at this point during the meeting and remarked that he feels that signage would be a huge asset to the town and businesses. The First Selectman mentioned having met people at different functions that are from the area that have no idea about downtown Bethel or how to get there. Sandi Forman wants us to relay a purpose for coming to Bethel, what is our message? Why is Bethel a destination?

Chairman Boyle will be presenting to the Board of Selectmen on the progress of this committee in December, date to be decided.

The next regularly scheduled meeting of the Economic Outreach Committee will be December 28, 2010.

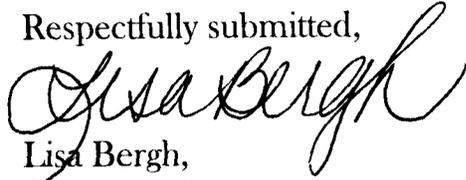
Old Business: None

New Business: None

Chairman Boyle made a motion to adjourn; which was seconded by Pat Smithwick. Vote, all in favor, motion unanimously approved

Meeting adjourned at 8:15 PM

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Lisa Bergh". The signature is written in a cursive, flowing style with a large initial "L".

Lisa Bergh,
Recording Secretary

Overview

- Create a sign package with logo to highlight shopping opportunities and historic interest by directing traffic to downtown Bethel.
- Focus on Rt 6, Stony Hill and Rt 302, and Rt 58.
- Coordinate with spring paving project?

Plan

Rt 6 East from Exit 9

- Large sign @ Rt 6 off Rt 25 (Exit 9)
- 2 Large signs @ Old Hawleyville Rd (two sided)
- Small sign @ Plumtree Rd (right)
- Small sign @ Rockwell Rd (straight)
- Small sign @ Taylor Rd (straight)
- Small sign @ Whittlesly Rd (straight)
- Small sign @ Main St median (bare left)
- Small sign @ Greenwood Ave (right)

Rt 6 West from Exit 8

- Large sign off exit 8 (straight)
- Small sign @ Payne Rd (right)
- Small sign @ Shelter rock Rd (straight)
- Small sign @ Plumtree Rd (right)

Rt 302 from Rt 25

- 2 Large signs @ Rams Pasture (two sided)
- Small sign @ Rock Ridge area (bare right)
- Small sign @ Shelly Rd (straight)
- Small sign @ Old Hawleyville/Rockwell Rd (straight)
- Small sign @ Taylor Rd stop light (straight)
- Small sign @ Judd Rd/Rt 58 (straight)
- Small sign @ Milwaukee (bare left)

RT 58 from Redding

- Large sign @ Cross Highway (straight)
- Small sign @ Jacobs La (straight)
- Small sign @ Rt 302 (left)

Materials

- Large Aluminum Signs (090 High Grade/Reflective) 18 x 24
- Small Aluminum Signs (090 High Grade/Reflective) 12 x 18
- Galvanized Steel Posts 10'
- Hardware to mount signs

Cost

- 7 Large signs @ \$64 ea.....\$448
- 17 Small signs @ \$36 ea.....\$612
- 24 Steel Posts @ \$38 ea..... \$912
- Total.....\$1912

Considerations

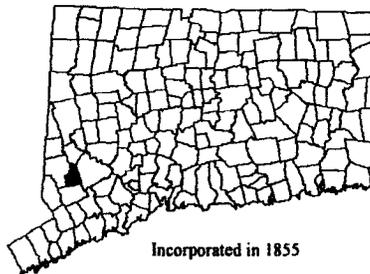
- Parking
- Downtown conditions
- Project labor
- P & Z
- Sign art

Bethel, Connecticut

CERC Town Profile 2010

Town Hall
1 School Street
Bethel, CT 06801
(203) 794-8501

Belongs to
Fairfield County
LMA Danbury
Housatonic Valley Economic Dev. Region
Housatonic Valley Planning Area



Incorporated in 1855

Demographics

Population (2009)				Race/Ethnicity (2009)				
	Town	County	State		Town	County	State	
1990	17,541	827,645	3,287,116	White	16,221	692,138	2,756,861	
2000	18,067	882,567	3,405,565	Black	363	88,315	319,730	
2009	18,005	883,706	3,497,398	Asian Pacific	851	38,551	120,457	
2014	17,445	855,921	3,485,122	Native American	22	1,321	9,990	
'09-'14 Growth / Yr	-0.6%	-0.6%	-0.1%	Other/Multi-Race	548	63,381	290,360	
				Hispanic (any race)	991	141,466	426,255	
Land Area (sq. miles)	17	626	5,009	Poverty Rate (1999)	2.5%	6.9%	7.9%	
Pop./ Sq. Mile (2009)	1,072	1,412	698	Educational Attainment (2009)				
Median Age (2009)	39	40	40	Persons Age 25 or Older	Town	%	State	%
Households (2009)	6,433	319,735	1,311,307	High School Graduate	3,413	29%	688,198	29%
Med HH Inc. (2009)	\$87,007	\$82,184	\$68,055	Some College	2,549	21%	537,908	23%
				Bachelors or More	4,846	41%	854,541	36%
Age Distribution (2009)								
	0-4	5-17	18-24	25-49	50-64	65+	Total	
Male	601 3%	1,806 10%	751 4%	3,048 17%	1,811 10%	832 5%	8,849	
Female	585 3%	1,719 10%	669 4%	3,144 17%	1,868 10%	1,171 7%	9,156	
County Total	59,380 7%	158,200 18%	79,026 9%	290,586 33%	176,645 20%	119,869 14%	883,706	
State Total	210,817 6%	588,675 17%	330,112 9%	1,182,009 34%	696,537 20%	489,248 14%	3,497,398	

Economics

Business Profile (2005)			Top Five Grand List (2006)		
Sector	Establishments	Employment		Amount	% of Net
Agriculture	3.4%	2.3%	Duracell Inc	\$40,213,460	2.8%
Const. and Mining	17.8%	9.5%	Bethel Assoc LP	\$13,083,280	0.9%
Manufacturing	9.4%	25.1%	Target Corp	\$8,208,340	0.6%
Trans. and Utilities	2.8%	8.9%	Shepards Inc	\$4,477,200	0.3%
Trade	20.4%	19.0%	Berkshire Indus Corp	\$4,047,960	0.3%
Finance, Ins. and Real Estate	5.4%	3.7%	Net Grand List (2006) \$1,426,101,860		
Services	37.0%	30.3%	Top Five Major Employers (2006)		
Government	3.7%	1.1%	Duracell Inc	Bethel Food Market Inc	
			Eaton Corporation	Cannondale Corporation	
			Consolidated Controls	Town	State
			Retail Sales (2007)	\$326,027,658	\$136,936,194,241
			All Outlets		

Education

2005-2006 School Year	Town	State	Connecticut Mastery Test Percent Above Goal							
Total Town School Enrollment	3,267	566,606	Grade 4		Grade 6		Grade 8			
			Town	State	Town	State	Town	State		
Most public school students in Bethel attend Bethel School District, which has 3,258 students.			Reading	57	53	67	60	76	65	
			Math	71	57	79	61	75	56	
			Writing	68	63	66	61	71	61	
			Average Class Size			Average SAT Score				
For more education data please see: http://www.state.ct.us/sde/	Elementary:	6.0	4.0	Grade K	18.0	Grade 2	18.0	Town	State	
	Middle:	4.0	3.0	Grade 5	22.0	Grade 7	21.0	Verbal	503	508
	Secondary:	3.4	3.2	High School	17.2	Math	504	508		



BHS Business Department EOC Project Update

November 23, 2010



Task

- To assist the EOC in developing marketing collateral for use in attracting businesses to Bethel
 - Brochure (available as a download on demand document online)
 - Web Site
 - Promotional DVD (segments to be included on the web site)
- Deliverable by end of January 2011



Items Completed To Date

- Spreadsheet from Assessor's Office contained 1,266 names of businesses, mailing addresses and locations but no additional information (much was incomplete)
 - *Computer Applications* classes researched each business to fill in the gaps and supply web site URLs, contact information, business description, etc.
 - Spreadsheet now contains accurate, up-to-date, usable data for survey and other uses that we can add to as needed
 - Additional data is being added as we determine need



Items Completed To Date

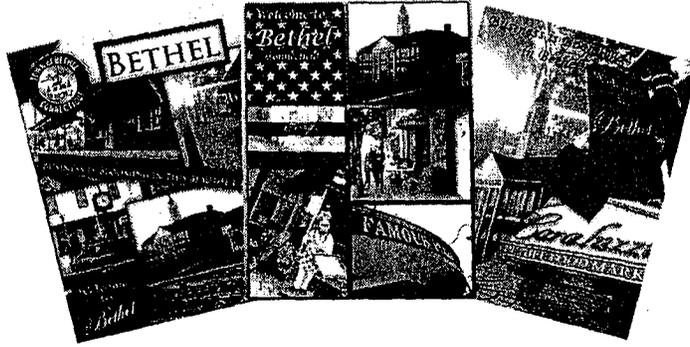
- Academy students collected almost 300 photographs from around the town to be used in brochure and web site (they are ready to collect more if needed)





Items Completed To Date

- Graphics students have begun the first drafts of mock ups for brochure design (this look and feel will be replicated and used throughout all marketing collateral). Revisions are in process.



Activities in Progress

- Students have begun to draft survey questions to be used with all businesses we have contact information for
 - Initial online survey
 - Follow up “in person” surveys
 - Identify success stories to be featured as case studies

**** This is an area in which students could use a mentor**

Survey Questions (2007-2008)

Survey Questions

1. How long have you been in business? (0)
2. How long have you been in business? (1-5 years)
3. How do you choose items? (2) (3) (4) (5)
4. How do you choose items? (2) (3) (4) (5)
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16. How do you choose items? (2) (3) (4) (5)
17. How do you choose items? (2) (3) (4) (5)
18. How do you choose items? (2) (3) (4) (5)
19. How do you choose items? (2) (3) (4) (5)
20. How do you choose items? (2) (3) (4) (5)



Activities in Progress

- IT department is working with us to establish a web server for use with *Joomla* web development (it is not compatible with our district web server)
- Teachers of *Desktop Publishing & Web Design* class are rewriting the web design curriculum to accommodate *Joomla* (previously used *Dreamweaver*)



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Activities Planned

- Beginning Nov 30th – web design classes will begin designing mock up sites
 - Marketing students will present requirements
- Beginning Nov 30th – desktop publishing students will begin drafting brochure layout
 - 4 page booklet?
 - Marketing students will present requirements



Activities Planned

- Beginning Dec 8th – *Academy* classes will begin pre-production organization of DVD
 - Marketing students will have identified case study interviews to include
- Jan 4-14th – Production phase of DVD
- Jan 19th-Feb 4th – Post Production

*** Winter break and exams will make this deliverable push beyond the original deadline*



Requests

- Field trip for the DECA student leaders to visit the Town Planning Offices and speak with key officials
 - Role play opening a business in Bethel?
- Mentor(s) to work with students on drafting effective survey questions
- Mentor(s) to assist with copy writing (or at least guidance on what to include)
 - Students lack the required experience to understand what this should include

BHS Business Department
Evaluation of Town Economic Development Web Sites

The students in the Bethel High School business department were asked to decipher what a successful town business website must incorporate. In doing so, we compared numerous towns in the state of Connecticut in order to achieve accurate results. The categories that were judged included the ease of access, aesthetics, and available information based on a 1 to 10 ranking, 1 being the lowest and 10 the highest.

Appearing to be the town with the best site, Meriden excelled in all of the notable categories. Following closely in efficiency, Seymour received a 10 in access and aesthetics with a 9 in information available. Branching out of Connecticut, we used Albany, NY and Cary, NC as controls for the experiment as they both presented perfection. In turn, these model websites were used to compare and contrast with the others.

Inside Fairfield County, towns like Danbury, Ridgefield and Norwalk all shared similar qualities according to Town websites. Both Ridgefield and Danbury had business tabs present while the others did not. This additional quality allowed the two to earn higher points in the categories of aesthetics and available information both receiving 9's or 10's in such categories. On the contrary, towns such as Glastonbury, Waterbury and Bristol outside of Fairfield County had both positives and negatives. While Glastonbury highly excelled in ease of access and aesthetics, there was not a sufficient amount of information available. As for Bristol, the aesthetic portion received a 1, being the lowest possible. This is so because the website lacked in organization and was very un-professional.

Concluding the survey, the last 4 towns New London, Monroe, Canterbury, and Fairfield were all least adequate. Due to the lack of demographics and organization in each, they received a low rating for a competent website.

BHS Business Dept Evaluation of Town Economic Development Web Sites

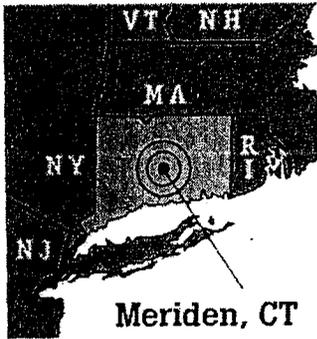
Town	Website	Ease of Access	Aesthetics	Available Information	Notes
Bristol	http://www.ci.bristol.ct.us/content/15116/4692/9634/default.aspx	9	1	10	lacks demographics and general info., includes contact info
Canterbury	http://canterbury-ct.org/board.php?id=21	7	6	4	business tab
Danbury	http://www.danbury-ct.gov/content/22097/default.aspx	10	8	8	lacks demographics
Fairfield	http://www.fairfieldct.org/ced.htm	4	3	5	very professional, pleasing to the eye, lacks some info.
Glastonbury	http://www.glastct.org/index.aspx	10	10	6	business tab
Meriden	http://www.meridenbiz.com/	10	10	10	a lot of information, somewhat easy to navigate
Monroe	http://www.monroect.org/Business.aspx	7	6	9	somewhat disarray
New London	http://www.ci.new-london.ct.us/	8	5	8	very easy to navigate, missing some info.
Norwalk	http://www.norwalkdevelopmentagency.com/?q=home	9	7	7	business tab, opens to new window
Ridgefield	http://www.ridgefielddevelopment.com/	7	10	10	town website awful, opens to new window, great business website
Seymour	http://www.seymouredc.org/	10	10	9	
Waterbury	http://www.wdconline.org/	7	8	8	
Cary, NC	http://www.townofcary.org/Doing_Business.htm	10	10	10	
Albany, NY	http://www.albanyny.org/home.aspx	10	10	10	business tab, opens to new window



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Meriden, CT

Welcome to the City of Meriden Economic Development Office

Meriden is a great location for any business. Located at the intersection of Interstates 91 and 691, as well as the Merritt Parkway (Route 15) and Route 5, Meriden is at the "crossroads of Connecticut." We're 20 minutes from both Hartford and New Haven in Central Connecticut, and less than two hours from Boston and New York City. We have a variety of incentive programs, high speed "SONET ring" connectivity, a skilled workforce, great sites and a professional team ready to help you with your relocation or expansion. Drop us an email or give us a call. We look forward to working with you.

[> Learn More](#)

Meriden is easily accessible and in the center of it all.

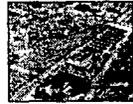
[Learn More](#)

Financial incentive packages abound for Meriden firms.

[Learn More](#)

Our numbers add up to a great locale for businesses.

[Learn More](#)



Meriden's Cleaning Up Brownfield Sites

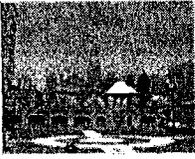
[> Learn More](#)

City of Meriden Economic Development Office
Meriden City Hall
142 East Main Street
Meriden, CT 06450
[Contact Us](#)

Also see:
www.cityofmeriden.com

Meriden Video TourBook

- Welcome
- Economic Development
- Education
- Parks and Recreation
- Quality of Life
- Real Estate and Relocation






- [The Commission](#)
- [Why Seymour](#)
- [Site Finder](#)
- [News/Events](#)
- [Resources](#)

Spotlight On

Thanks Everyone for Sending in 2008 EDC Survey

[Read More](#)



View Available
Seymour Properties

Meet the
First Selectman

Contact Us Today
101st Street
Seymour, CT 06483
203-463-3024

Welcome to Seymour, CT

We're Here for Your Business... and it shows!

The primary goal of the Economic Development Commission is to enhance the commercial and industrial zones by providing a method of attracting business. As a member of the "Alliance for Economic Growth", we work with the other Lower Naugatuck Valley communities to encourage investment in our area. The EDC reviews every application for admittance into our Silvermine Industrial Park to ensure uniformity and to provide increased investment possibilities for existing companies.

The Town of Seymour recognizes the importance of encouraging the commercial business and industrial community to invest in its future. Check out the following links to find more information.

- [Advantages of Investing in Seymour](#)
- [Companies in our Industrial Parks](#)
- [Tax Incentive Programs](#)

Currently our weather is Fair and 57.0°

Seymour Fast Facts

- 12 mi / 25 min to New Haven
- 15 mi / 25 min to Waterbury
- 17 mi / 24 min to Bridgeport
- 24 mi / 36 min to Danbury
- 44 mi / 55 min to Hartford

[Tax Incentive Programs](#)

Seymour offers two Tax Incentive Programs to handle all types of businesses.

[Community Interest](#)

Follow the link for a list of upcoming events and other news.

4 | | [Share](#)

Survey Questions (FIRST DRAFT)

General Questions

1. How long have you been in business? (#)
2. How long have you been in business in Bethel? (#)
3. Why did you choose Bethel? (Open Ended)
4. Was Bethel the only town you considered? (Y/N)
5. How successful has your business been while working in Bethel? (Likert Scale)
6. What suggestions would you make to ease the process? (Open Ended)
7. Where are you located in Bethel? (Branching Question)
 - a. Greenwood Ave.
 - b. Francis J. Clark Park
 - c. Stony Hill
 - d. Berkshire
 - e. Other

The following subgroup of questions will be asked depending on the location chosen above.

Greenwood Ave.

1. Why did you choose the location you are in?
2. How reasonable do you feel the rent is in Bethel? (Likert Scale)
3. How reasonable is the tax on business in Bethel? (Likert Scale)
4. How many employees do you have?
5. Do the owners live in Bethel?
6. Does your business mainly make its sales to repeat customers?
7. Do you think your business is well known or received recognition by the community?
8. Where do you advertise?
 - a. Penny Saver
 - b. News- Times
 - c. Online
 - d. Other

Francis J. Clark Park

1. How convenient is shipping out of Bethel? (Likert Scale)
2. How much of your clientele is from this region (Likert Scale)
3. How much is your business based online? (Likert Scale)
4. How do you advertise? (Open Ended)
5. Is your advertising national or local?
6. Which advertising do you feel has been most successful?
7. Do you find your product is important locally? (Branching)

8. Did this influence your locating in Bethel?
9. What are the challenges of working in Bethel? (Open Ended)

Stony Hill

1. How does traffic affect your sales?
2. How do you compensate for lack of foot traffic?
3. How do you advertise in Bethel?
 - a. Penny Saver
 - b. News- Times
 - c. Online
 - d. Other
4. Are strip mall type atmospheres beneficial to your business? (Y/N)
5. How do you attract customers from across town?
6. How do you attract customers from out of town?
7. Are you a franchise? (Y/N) (Branching)

Yes	No
<ol style="list-style-type: none"> 1. Does Bethel make franchises easy to co-habitat? 2. Why did you choose Bethel? 3. Did you experience difficulty with people accepting the franchise? 	<ol style="list-style-type: none"> 1. Do you find that having a franchise near you affects your sales negatively? 2. Is it helpful having franchises around you because they attract customers?

Berkshire

EOC Specific Questions

Bethel Schools Specific Questions